NRCS

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April 25, 2007

WEST VIRGINIA BULLETIN NO: WV260-7-1

SUBJECT: Success stories

Purpose: To provide guidelines for submitting success stories

Expiration Date: This bulletin expires September 30, 2007

Action Requested By: September 30, 2007

The technical assistance provided by NRCS employees and partners has significant impact on our customers and the communities in which they live. We need to share this information to help "sell" conservation and to demonstrate to Congress and the American public the value they receive in exchange for the funds allocated to NRCS. By telling our success stories—others, in and out of NRCS, can learn from our experience. You can also use your stories to show your own value during performance reviews.

Success stories are placed on the NRCS West Virginia website under the News tab. These success stories and photos are used to communicate our work and programs. Our target audiences include the media, public, congressional leaders, and USDA.

Each field and RC&D office is to electronically submit one or more success stories to Carol Lagodich at carol.lagodich@wv.usda.gov during the year. Use the attached guidelines to develop your success stories.

This is a great opportunity to share the accomplishments farmers, groups, and communities have achieved in partnership with NRCS. I look forward to seeing our documented success stories.
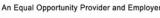
/s/ William O'Donnell, acting for

KEVIN WICKEY
State Conservationist

Attachment: Guidelines for West Virginia Success Stories

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Guidelines for West Virginia Success Stories
A success story shows NRCS making a difference in land and people's lives. It is more than a list of events or activities; it describes a positive change and shows how that change benefits West Virginia.

A success story may be about an entire program or part of a program that is particularly noteworthy and significant. It may be about an innovation, emergency response or outstanding effort. The program may be complete or in an earlier stage of development but with important accomplishments to describe. You could even write a success story several years after a program's completion when you have collected evidence of long-term impact. For multi-year projects, you may write a series of success stories that describe significant but different changes that occur over the years.

- Success Stories should be short, but effective. Try to keep the amount of information provided to one page.
- Include photographs (preferably action shots showing one or more of the people who benefit from the success) that illustrate your story. Before and after photos are very effective. High resolution is desirable. Send the original photographs (before any photo program changes) as separate attachments in .jpeg, or .tif format.
- Provide a point of contact including name, title, phone number, and e-mail address.
- The audience may know little or nothing about the subject matter, so give us some background, spell out acronyms, define technical terms, and explain procedures.
- When relevant, include test results and meanings.
- Give credit to the activity and/or key individuals who contributed to the initiative. A quotation or two is a real plus. Focus on people and the effect of NRCS assistance to the landowner or customer.
- Be specific about the steps taken to resolve a problem, institute a program, qualify for an award, or introduce a new technology.
- Provide cost avoidance/cost savings information with supporting evidence (figures, dollar amounts, percentages) whenever possible.

Previous examples may be seen at:
http://www.wv.nrcs.usda.gov/news/success/06success/06success_index.html

Use the following for a template:

Program or Category:

Overview:

Accomplishments:

Program Benefits to Landowner:

Program Benefits to Community:

Contact: